



# LARGE, MODERN PRESS INSTALLED BY THE AGE

New Machine a Self-Feeding  
Perfecting Press Weigh-  
ing 9 Tons

PRINTS 8 PAGES AT ONCE

Aim of Publisher to Increase Circulation  
of Paper by Many Thousands—Pap-  
has Big Plant

The increasing circulation of THE AGE, coupled with the desire of the publisher to get the paper to its many readers throughout the United States and Canada one day earlier, has necessitated the installation of a large and modern press which is calculated to make many changes for good.

Although THE AGE mechanical department for years has been regarded as the most thoroughly equipped of any Negro publication, with the addition of its new press it can lay claim to ranking with the leading white weeklies from a standpoint of mechanical appointment.

The machine installed is a Huber self-feeding perfecting press, weighing nine tons and printing eight pages at one time. Its electric motor attachment is

equal to ten horse power. The press in New York city under the name, "The Editor and Publisher." In its issue of December 23, 1911, under the heading, "Southern News Notes," this statement appears:

Although the Huber press has been purchased, THE AGE will keep its large Cottrell press which has been printing the paper. Its capacity is 1200 impressions an hour, and it has a five-and-a-half horse-power motor attachment, printing four pages at one time.

Together with the Huber and Cottrell presses THE AGE has a Campbell press which is furnished with a two-and-a-half horse-power motor attachment and does two-color work. It is used for printing large show cards, letter heads, etc. A job press is also in the plant, which prints circulars and small cards.

With the addition of the Huber press an effort will be made by THE AGE to get the paper to both subscriber and agent one day earlier than heretofore. It is the belief of the publisher that the new system soon to be adopted will add many thousand subscribers to the circulation list.

## AN UNTOUCHED FIELD FOR WHITE DAILY NEWSPAPERS

A weekly magazine for newspaper workers and advertisers is published

"What a pity the negro population of cities like Charlotte, Atlanta, Montgomery, Mobile, New Orleans, Houston, Galveston, San Antonio, Austin, Dallas, Fort Worth and Shreveport are not better newspaper readers."

The only reason why they are not better readers of white daily newspapers is because no bid is made for their interest. Practically all of the business a newspaper gets must be gone after. Schemes are devised for securing circulation in designated sections or among certain classes of people; solicitors are sent after advertisers with all kinds of alluring propositions and arguments. Now, if the white daily papers want larger numbers of negro readers, they have got to get out and go after them.

A white daily in Jacksonville, Fla., for years employed a young educated negro on its staff of reporters to cover all happenings of interest among the colored people there. The Daily Record of Columbia, S. C., has had on its staff for years a prominent colored minister, the Rev. I. E. Lowery, D. D., who has contributed to its columns almost daily important occurrences among his people. And these two dailies are subscribed for and read by a large number of the colored people in the cities where they are published and in the surrounding country.

On first thought it might appear that the negro weeklies and monthlies would not welcome the activity of white daily newspapers seemingly stealing their thunder by publishing each day a negro's report of the news which would be of interest to his people. The fact, however, is that such a move would be welcomed by the negro press, for it would make a large number of our people habitual readers of newspapers and magazines, and it would train them to pay for them when they subscribe for them. Training along these lines would materially increase the prosperity of the colored publications. Many of them are backed by secret organizations and can live at all hazards.

White southern daily papers are a long way from being able to take over the patronage of the negro papers by this method, even though every one of them were to start an Afro-American column for each day's issue and put out an army of solicitors taking subscriptions. These solicitors would, absolutely, get a large list of subscribers.

But there are many occurrences among the negroes which white daily papers could not handle as satisfactorily as the negro newspapers do. One of the saving features of our papers is they will mention a colored woman as "Miss" or "Mrs." and a colored man as "Mr." We can show off our social life and inner racial life far better than a white paper would dare to do. The field of the negro newspaper is unique and secure.

Still, the white daily papers could do much to obtain better negro patronage both from readers and in advertising contracts from our larger and most successful business men, many of whom receive considerable white custom as it is.

The fault in this matter does not lie with the negroes. In time practically all than two thirds Our race is a white daily sessed wit is up to bid for th do for all have it.

(The  
duced  
Edit

and Publisher just mentioned) an editorial from Southern Life Magazine, of Atlanta, Ga., on a topic that should be of interest to every newspaper publisher whose city contains a considerable number of negroes. The editorial is based upon a paragraph that appeared in a recent number of the Editor and Publisher in which regret was expressed that there were so few newspaper readers among the colored people in the larger cities.

In the course of the article Warren S. Lowery, the editor, declares that the reason is not that the negroes cannot read, for the most of them can, but because the "white" newspapers make no effort to win their support through the publication of social and business news about the men and women of that race. There are many negroes of wealth in the larger centers of population in the east, south and middle west. These own extensive farms, manufacturing establishments, retail businesses of various kinds, hotels, restaurants and theaters.

Then there are many more negroes who belong to the middle class—those who work for salaries or wages. These are, as a rule, thrifty, steady of habit and industrious. They send their children to school and teach them, when old enough, to work. They are anxious to have their boys and occupy better positions in life they themselves have attained. Even the poorest and most shiftless



the race have to buy clothing and food and are therefore possible customers for the advertiser's goods.

Southern Life Magazine, which is devoted to helping the negro people to higher ideals in home, religious, civic, and commercial life, tells the newspaper publishers that if they desire to secure the negroes as readers and advertisers they must make some effort to give them the kind of news they want.

It is undoubtedly true that the daily newspapers have neglected this important field. Probably they have felt that it was not worth cultivating. But it would seem as though the time had come when it would pay the publishers to go after this new business. A reader is a valuable asset to a newspaper whether his skin is black, yellow or white, because he is a possible purchaser of the articles advertised in its columns. The more readers a newspaper has, the more valuable it becomes as an advertising medium, and the greater its income. Therefore any field that will produce new readers ought to be carefully and perseveringly cultivated.

Some cities contain so few negroes that it might not be profitable to make any special effort to interest them as a class, but as citizens they should not be overlooked merely because they are not white people.

#### Negro Newspaper Men Meet.

Members of the executive committee of the Western Negro Press Association, representing the territory west of the Mississippi river, held their annual meeting yesterday at the Hotel Woods. Adolph D. Griffin, manager of the Topeka Plaindealer, was chairman. G. A. Buchanan, editor of the Safeguard, Guthrie, Okla., was elected secretary. Chicago was selected as the next meeting place. An entertainment committee was appointed with the following members: Lewis Woods, Kansas City Son, and Nick Chiles, Topeka Plaindealer.—Kansas City Journal.

The meeting mentioned above was well attended and many things of grave importance to the publishers were arranged and all will be greatly benefitted thereby. Headquarters will be established in Chicago during the national convention where they can meet and prepare matter for their papers. The association proper will convene in regular annual session in Chicago one or two weeks prior to the national convention.

Hon. Nick Chiles and Hon. Lewis Woods of the Kansas City Son were elected a committee to look after

the entertainment of the delegates.

*Freeman 2-24-12*  
*Frankfort, Ky.*

...and the rest of the... publican... Prof. Clarence L. Timberlake, of Franklin, Ky., the editor of "The Voice," is in the city. Prof. Timberlake, for several years a teacher, finished the Normal Institute to the senior class, but owing to the same condition of many poor boys, who have to leave school just at the time of completing a course, and that was his condition. He did not leave that institution with the highest average of his class some aspire to only, but he goes into the world with those hard problems of practicable life to solve.



*The New York Times*  
N. BARNETT DODSON, NEGRO-AMERICAN EDITOR, AMERICAN PRESS ASSOCIATION.

A most pleasing incident resulting from the convention of the National Negro Business League recently held in Chicago, Ill., was the election of Nathaniel Barnett Dodson, of Brooklyn, N. Y., chairman of the executive committee of the National Negro Press Association. Mr. Dodson is well known in both religious, fraternal and business circles. He is editor of the colored page at the American Press Association in West 35th street, New York City. Has also served for seven years as superintendent of the Sabbath School of Concord Baptist Church, Brooklyn. Mr. Dodson is a man with a constructive mind, strictly temperate and with special literary adaptability.

Jacksonville, Fla., has a Negro daily

newspaper. The name of the sheet is "The Reporter." *School News 3-13*

R. B. MONTGOMERY

EDITOR AND PUBLISHER  
WISCONSIN WEEKLY ADVOCATE

MILWAUKEE, WIS.